

Emma Carrington Designer.

Mobile **07872391036**

Email emma_carrington@outlook.com

Portfolio www.emma-carrington.co.uk

EXPERIENCE

Owner/Graphic Designer

Freelance | Cheshire, UK

June 2021 – Present

Working with clients needs from branding, web, print, social and much more. Working with short and long term contracts from a wide variation of sectors and industries. Clients include; Studio Retail, ISAWITFIRST, Miss Guided, Scope Out Marketing Agency, NHS Trusts, Swan Kitchen and many more.

Creative Lead

Fox Group International | Warrington, UK

June 2022 – June 2023

Design and marketing is my passion. Since starting with Fox Group we have scaled up operations snowballing company growth by +75%, increasing company revenue by +40% and producing next-level marketing campaigns receiving over 30m+ views, with a strategic 'end-user first' approach; all in 2022 alone.

- Project manage briefs that come through the studio, delegating projects to the team, sourcing any freelance support and making sure they are delivered is on-time, on budget and on brand.
- Remained highly involved in the hiring and training of creative staff. Building up a self-sufficient in-house team from one to six.
- Reviewed the work of the creative team and provided constructive feedback.
- Developed and implemented creative strategies and budgets to achieve new goals.
- Supported company growth through creative vision and a focus on excellence, delivered through complete design strategy and KPI's set.
- Set art direction for new brands, model and product photography, leading the creative vision and ensuring success on shoots.
- Meet with key stakeholders and C-suite executives to negotiate budgets and pitch creative strategies.
- Manage the progress of major campaigns and ensure they finish under budget and on schedule.

WORK AS SEEN IN

VOGUE

ELLE

BAZAAR Harper's

Journal of
AESTHETIC
NURSING

COSMOPOLITAN

PURE BEAUTY

SALON

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Senior Graphic Designer

Fox Group International | Warrington, UK

November 2021 - June 2022

- Conceptualise new brand identities and packaging, presenting to key stakeholders for sign-off.
- Oversee all aspects of design and development, and offered design solutions when necessary.
- Create and implement new processes that effectively solved problems and enhanced productivity.
- Liaise with international distribution partners to create translated social and print designs.
- Working directly with developers to find solutions through creating wireframes and designing for e-commerce and apps.
- Working directly with international manufacturers to design packaging within strict medical constraints.
- Working across all graphic, video and digital channels and across B2C & B2B audiences.
- Excellent communication & organisational skills are key to this position. You'll also need experience overseeing internal systems, archived files, image libraries, networks, software and hardware.

Graphic Designer

Fox Group International | Warrington, UK

January 2020 - November 2021

Graphic Designer

Blue Group | Knutsford, UK

August 2018 - December 2019

Graphic Designer

Safetynet Solutions | Crewe, UK

June 2017 - August 2018

EDUCATION / TRAINING

Graphic Design & Illustration

Liverpool John Moores University
2017

Fire Warden Training

Spark Risk Training
2022

Management & Leadership

Gritty People
2023

First Aid Training

St Johns Ambulance
2019

Developing An In-house Creative Design Team

D&AD
2022

SKILLS

Creative direction - Time management - Mentorship - Collaboration
UX/UI design - Brand campaigns - Creative strategy - OOH - Presenting
Packaging design - Editorial - Print - Multi-channel design - Art direction
Photography - App Design - Figma - Adobe Suite - Many more, just ask.

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